

## ORDER



WAVY

**Orders**  
**Order / Rev:** 218453  
**Alt Order #:**  
**Product Desc:** 10/30-11/6 KAINE FOR SENATE 2012  
**Estimate:** 12993  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/29/12 / 10/29/12  
**Order Type:** REG

**Primary AE:** WAVY National House  
**Sales Office:** N-HOU  
**Sales Region:** Nat

**Agency**  
**Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 11350 Random Hills Road  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Kaine for Senate 2012 (D)  
**Demographic:** A25-54  
**Product Codes:** PL5  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN2114/IN2116/SP1753/AU1239/AL18/

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	9	\$2,750.00	\$2,337.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	9	\$2,750.00	\$2,337.50	0.00
<b>Totals</b>	<b>9</b>	<b>\$2,750.00</b>	<b>\$2,337.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	11/01/12	11/01/12	Today Show M-F Today Show M-F	CM	7a-9a	---T---	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---		1				\$700.00		0.00			
N 2	WAVY	11/05/12	11/05/12	Today Show M-F Today Show M-F	CM	7a-9a	M-----	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$700.00		0.00			
N 3	WAVY	10/30/12	11/06/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	MTWTF--	:30	4	\$50.00	P5	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--		4				\$50.00		0.00			
Week:		11/05/12	11/11/12	M-----		1				\$50.00		0.00			
N 4	WAVY	11/04/12	11/04/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$300.00		0.00			
N 5	WAVY	10/31/12	10/31/12	LN M-F M-F News 10 @11	CM	11p-1130p	--W----	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----		1				\$800.00		0.00			
													<b>Totals</b>	<b>9</b>	<b>\$2,750.00</b>